	A	B	C	D	E
1	1989 Annual Revenues & Expenses Estimates				
2	Prepared by ccf	6/ 1/89			
3	c:MQYB89	Month	Quarter	Year	%
4					
5	Subs/BI	28000	84000	336000	[illegible]
6	Mailing List (Net)	1067	3200	12800	[illegible]
7	Direct Distrib	6667	20000	80000	[illegible]
8	Nat'l News (Warner)	4667	14000	56000	[illegible]
9	Book Sales (Net)	1000	3000	12000	[illegible]
10	Chronicle (Net)	667	2000	8000	[illegible]
11	Contributions	2000	6000	24000	4%
12	Other (a)	1500	4500	18000	3%
13	--				
14	MAGAZINE REVENUE	45567	136700	546800	100%
15	==				
16	Circ Pay	3460	10380	41520	7%
17	Sub Fulfill	5199	15597	62388	10%
18	Circ Promo	2241	6723	26892	4%
19	Credit Card Disc	245	735	2940	0%
20	Direct Distrib	517	1550	6200	1%
21	Nat'l News (Warner)	1000	3000	12000	2%
22	Printing Mag	7667	23000	92000	15%
23	Edit Pay	4200	12600	50400	8%
24	Writers/contribs	2767	8300	33200	5%
25	Misc Edit Expense	250	750	3000	0%
26	Rsrch Pay	1680	5040	20160	3%
27	Rsrch Material	160	480	1920	0%
28	Prodn Pay	4120	12360	49440	8%
29	Outside Prodn Work	330	990	3960	1%
30	Prodn Spls	280	840	3360	1%
31	Pre-Press	1467	4400	17600	3%
32	--				
33	MAGAZINE EXPENSES	35582	106745	426980	70%
34	--				
35	Office Pay	2720	8160	32640	5%
36	Admin/Pub Pay	1280	3840	15360	3%
37	Insurance	478	1435	5740	1%
38	Paid Vacations Exp	720	2160	8640	1%
39	Kaiser Health	314	942	3768	1%
40	Payroll Taxes	2600	7800	31200	5%
41	Other Taxes	176	528	2112	0%
42	Off & comp spls	335	1005	4020	1%
43	Equip Rent & Main	633	1899	7596	1%
44	Telephone	550	1650	6600	1%
45	Postage	800	2400	9600	2%
46	Rent/Bldg Maint	3456	10368	41472	7%
47	Utilities	500	1500	6000	1%
48	Legal & Profsl	300	900	3600	1%
49	Int & Penalties	210	631	2524	0%
50	Bank Service Fees	50	150	600	0%
51	Misc Expense	95	285	1140	0%
52					
53					
54	--				
55	Overhead	15218	45653	182612	30%
56	TOTAL EXPENSES	50799	152398	609592	100%
57	--				
58	MAG OPERATING P/L	-5233	-15698	-62792	-11%

$21,650 Edit/Qtr
$20,900 w/o misc

Projected Hours/Quarter   Hrs/page
Circulation Hours   900
Editorial Hours   1650   3.3
Production Hours   1000   2.2
Office Hours   600
Research Hours   420   0.9
[illegible] Hours   320
[illegible]   655
[illegible] Hours   5000
[illegible]   492

Average hours Issues #59-#62 (from "Iss Stats")

(Based on Actual 1st Qtr results) ①

Fixed costs - Budget Calculations - 1989

(5-11-89)

G+A

Monthly Budget (Except as noted)

✓ ① Rent/Bldg Maint. - Office Rent 27 2,268
3E 851 } 3,119 (was 3,017 1st Qtr)

- Container Rent 210
- Maint costs (trash, clean) 127 (Av. 1st Qtr)
  - Lesch 60/Qtr
  - Clean 150/Qtr
  - Trash 171/Qtr
  - 381 ÷ 3 = 127

$3,456

✓ ② Utilities - Water 7

- PG+E 393 (Av. 1st 4 mos)
- Rent Util charges (~~trash~~, elec.) 100 (Av. 1st 4 mos)

$500

✓ ③ ~~Insurance~~- Kaiser 314

✓ ④ Insurance - Worker's Comp $820/Qtr (Mar 2500 Act'l) June, Sept, Dec
$273/month

$478

✓ ⑤ Insurance - Other - Hanford $205 pay by month ×12 = 2,460 (Annual - $2,022) (18% incr. from 1988's $1,715)

⑥ Office/Computer supplies $335 (Av. 1st Qtr)

⑦ Equip. Rent & Maint. $633 (Av. 1st Qtr)

Compaq Svc Agree. $288/month = 864/Qtr

Pitney Bowes lease meter $154/Qtr

Spls (1,898 Qtr - 864 (288×3) - 154 = $880/Qtr

$1,898/Qtr ÷ 3 =

Budget Cont

②

⑧ Postage - 1988 Av = 937 — $800
-1st Qtr 1989 Av = 694
(put $800 ck in 1st of month)

⑨ Phone - Sprint + MCI (long dist) — $862/Qtr ÷ 3 = $287/month — 300 — $550
PacBell (local) — 599/Qtr ÷ 3 = $200/month — 250

⑩ Paid Vacation Expense
# staff 15 x 6 days x 8 hrs x $12/hr = $8,640 /yr

⑪ Legal/Prof'l/Copyright

Accountant	1987	–		3,600/yr
	1988	3,837	(2,271 in Nov, 1,138 Dec)	
	1989	3,500	(2,000 Nov, 1,000 Dec)	
Misc		$50 - 1988		

⑫ Interest + Penalties
Compug Int $2,523/yr (see amort. schedule for mthly budget figure)

⑬ Bank Service Fees $153 ÷ 3 = $50 (Av. 1st Qtr)

⑭ Misc Exp $292 ÷ 3 = $95 (Av. 1st Qtr)

Cost of Sales (Index Iss) 1st Qtr | 2nd-4th Qtrs

① Print Bill 1988 24,400 | 66,485 ÷ 3 = 22,161 / Qtr
1989 $25,468 (4% incr) | $23,000 (4% higher)

1st Qtr | 2nd-4th Qtrs

② Prepress 1988 4,734 | 12,693 ÷ 3 = 4,231 / Qtr
1989 $4,911 (4% ↑) | $4,400 (4% ↑)

③ Newsstand - Warner - 1988 Qtr Av $2,628 (USPS based on estimates & not adjusted to actual)
1st Qtr 1989 - 3,000 / Qtr

1988 Total 10,511
1989 1st Q 3,000
Total 13,511 ÷ 5 = $2,700 / Qtr - Aver. (too low)

- AD's - 1988 Total 5,937
1st Q 1989 1,615
7,552 ÷ 5 = $1,510 / Qtr Av

$1,550 / Qtr

Flex ④ Writers/Contribs $8,300 / Qtr budgeted amt

⑤ Misc Edit Exp - $250 / mo

ck w/RD

1988 Av - 219
1989 " - 292

⑥ Mlg List Fulfillment $240

Act'l 1988 2,725 ÷ 12 = $227 / month Av.
1989 752 ÷ 3 = $250 / month Av (10% ↑)

⑦ Research Expense 1988 1858 ÷ 12 = $155/mos Av

incls
- Buying books + mag subs 1989 $166/Av (7% incr.
- Bowker BIP
- EBSCO Serial Directory $160 (4%↑ than 1988)
- Library spls

⑧ Outside Prodn Work 1988 Av = $317
Marinstat (halftones) 1989 " 470 (48%↑) (1st Qtr)
Calcam

$330. (4% incr over 1988)

⑨ Prodn Spls 1988 Av $340 $280
1989 " 277

⑩ Chronicle Exp 1988 Av. 22,952 ÷ 12 = $1,910/mos av.
1989 Av. 5,560 ÷ 3 = 1,853/mos av.
28,512 ÷ 15 = $1,900

⑪ Circ. - Sub. Fulfillment

a) MacSub Salaries 1989 $7,656 ÷ 3 = $2,552/monthly Aver
1988 28,480 ÷ 7.5 = $3,797/month

b) (MacSub Fulfillment) Expenses - Spls, Postage, etc. 1989 7,977 ÷ 3 = $2,659/month Aver.

⑫ -Promo- c) misc Circ Promo - 1989 672 ÷ 3 = $224/mos $500
(incls XmasPromo) - 1988 15,973 ÷ 12 = $1,331/mos Xmas = 5,279
Other 10,694 ÷ 12 = $891

d) Renewals - 1989 - 1,636 ÷ 3 = $545/mos
1988 17,723 ÷ 12 = $1,478/mos

⑤

why such an incr. for inserts?

e) Inserts - 1989 $3,706/Qtr (3727) $2,850 (42% ↑ over '88)
1988 19855 ÷ 4 = $2,714/Qtr

~~Credit Card Discount - 734 ÷ 3 = $245/mos~~

g) Dir. mail - 1988 - misc Circ Promo 5,279
+ Dir. mail 2,346
$7,625

h) Billing

	1988	(Jan-march) 1989	(not counting reg. circ. salaries) Total Circ. Costs
Mac Sub Sal	24,840	7,656	$8,500/month
Mac Sub Fulfill	4,388	7,977	(do breakdown)
SFS Fulfill	36,137	—	
misc Circ Promo	15,973 = $3,998/Qtr	672	1,110/Qtr
Renewals	17,724 = $4,431/Qtr	1,637	1,290/Qtr
Inserts	10,855 ÷ 12 = $905/mos	3,706 = $1,235/mo	$3,000/Qtr
Dir Mail (Xmas)	2,345	—	
Billing	2791 = 698/Qtr	—	698/Qtr
	115,053 ÷ 12 $9,588/month	21,648 ÷ 3 = $7,216/mos 2,500 Xmas Est. 24,148 ÷ 3 = $8,049/mos. × 12 = $96,588	

3,098/Qtr

⑬ Credit Card Discount 1st Qtr 89 Av = $245 ($734 ÷ 3)

6-1-89 CCF

Sub Fulfill - mac Sub salaries 635 × 12 = $7,620/Qtr (2,540/mos)
Sub Fulfill (postage, etc) 7,977/1st Qtr 89 (2,659/mo)
$15,597 ÷ 3 = $5,199/mos.

Circ Promo - misc Circ Promo (promo, billing, renewals) 3,098/Qtr
- Inserts $3,000/Qtr
- DM/Xmas $2,500/yr = $625/Qtr
6,723/Qtr = $2,241/mos

⑭ **Salaries**: 5,000 hours / Qtr Budgeted
x $12
$60,000 / Qtr x 13% = $7,800 / Qtr P/R taxes (computed in SC3)

MacSub Salaries #59-#62 March 88-Jan 89
1988 - 24,851
1st Q 1989 - 7,656 ÷ $12/hr = 638 hrs/iss
$32,507 ÷ $12/hr = 2,709 hrs ÷ 4 iss = 677 hrs/iss

Salaries Budget -	# hrs	
Pub	320	
Edit	1,050	
Prodn	1,030	
Circ Reg	865	1,500
Circ MacSub	635	
Rsrch	420	
Office	680	
Total	5,000	